

*Community Tourism Alliance  
First Quarterly Report Fiscal Year 2008*



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**Alianza para el  
TURISMO COMUNITARIO**



**Quarterly Report**

**1 October 2007 – 31 December 2007**

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**Community Tourism Alliance**

**USAID – Counterpart International**



*Workshop on Sustainable Tourism Marketing, implemented in conjunction with the U.S. Forest Service with funding from DR - CAFTA environment (Antigua Guatemala, 26-30 November)*

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**I. Executive Summary**

During this new fiscal year CPI joined a number of new activities focused mainly on increasing sales, through provision of technical assistance in marketing and promotion to rural communities and MSMEs.

In Sololá we continued with the support and advice to the subcommittee Sololá CODEDE tourism as the planning and participatory process was initiated to create a destination image Atitlán.

In Verapaces we tracked financial management assistance and administrative support to communities that are part of the Association of Tourism Chisec (AGRETUCHI). The Cancuén tourist infrastructure project and restoration, funded and executed by AGRETUCHI and INGUAT and attended by CPI, was opened in October by the Director of INGUAT. What were identified as priority needs of assistance for the Center for Cultural Studies Poqomchi (which administers the Katinamit Museum in San Cristobal Verapaz) are administration and promotion, in which CPI support will arrive starting next quarter. Meanwhile in Chilascó (Baja Verapaz and Pamuc, Alta Verapaz), we continued the accompanying financial control and statistics. MSMEs have been identified in Alta Verapaz and communities are beginning to develop joint marketing strategies, including rafting tour offered by Saquijá community', the Municipal Park Las Conchas, Nal Ye Hul Park, among others.

In Petén, in conjunction with the Cooperative COCODE and Carmelita, we identified priority areas of work for the strengthening of community tourism in fiscal year 2008 (implementing the community career guide, English training and consultancy organization). These topics were presented individually to the various people involved in the provision of tourism services in the community and approved during the assembly of the Cooperative. Once this approval is ratified in community assembly we will begin implementation. Similarly, issues were identified working with ACOFOP Tourism Commission, focusing on strategic planning we developed a Memorandum of Understanding to be signed in the next quarter. Moreover, planning was completed for the implementation of the 2008 Project to be held in Turkey forest concessions in the Maya Biosphere Reserve of Uaxactún, Carmelita and a Test tour in San Andres concession. They have confirmed 23 customers who will generate a minimum of \$50,000 in income.

Counterpart has continued coordination meetings with INTECAP, CONAP, and INGUAT to coordinate the implementation of the Community Career Guide, which will give the community guidelines receive an official license endorsed by INGUAT and INTECAP to guide locally. Implementation of this program was scheduled for April 2008, starting in Petén and Verapaces.

At the request of Asociación Ak 'Tenamit, CPI is supporting the design of promotional materials that contribute to increased sales in the tourism business run by the Association as part of the classroom practice for the Specialists in Sustainable Tourism program and in designing interpretive signs to improve the tourist experience. Similarly, the process began consulting for corporate image building crafts organizations in the southern basin of Lake Atitlán, including Qapoj Sajkiy, Artisans of San Jose, Ixq Ajkeem and Kaqchikel Youth Association.

In coordination with the U.S. Forest Service, Peace Corps and INGUAT, we organized the workshop on Sustainable Tourism Marketing, held from 26 to 30 November, with funds from the DR-CAFTA environment. This workshop was attended by about 30 people representing community and local destinations and 10 volunteers from the Peace Corps Ecotourism Program.

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We included subjects like tourism value chain, structuring packages, costing and pricing, environmental interpretation and management of visitor impacts.

Through the donation agreement established by sub FUNDESA, we incorporated new technical assistance in marketing and promotion for MSMEs, including: development of member companies, business centers of tourism (CETs), promotional folders, making the "Guide Amiga", discount coupons and exhibitors participating companies. It also tracked nine companies that had benefited from technical assistance in marketing in Solola.

CPI designed and tested a new initiative called "Let's Make your company sell more tourist destinations", focused on providing technical assistance customized to the needs of MSMEs and communities to improve marketing in general. This was presented and tested during the workshop with the U.S. Forest Service, receiving positive feedback and strong interest from potential beneficiaries. MSMEs and communities were identified in which this initiative will be implemented during the next quarter.

CPI worked with the Mesoamerican Ecotourism Alliance, and Association INGUAT Ak 'Tenamit in organizing the 4th Mesoamerican Conference on Sustainable Tourism held from 3 to 5 December in Antigua, Guatemala. The event will share experiences in the development of sustainable tourism in the region, and project beneficiaries of the Community Tourism Alliance had the opportunity to present their products and establish business contacts. In addition, the CTA relied on Verapaces in organizing the 7th Ecotourism Fair Verapaces allowing locals to promote products and services in the region to the national market.

We have been working through the process of negotiating a memorandum of understanding with the Technical Commission for Tourism in Protected Areas (COTURAP) to support improvement activities in promotion and tourism operation for a pilot group of 20 protected areas that are considered a priority for tourism and will implement in initially the unified register of visitors to protected areas. It is expected that this letter of understanding will be signed in January 2008.

Thanks to the support provided in the implementation of good practice Kistalin Rupalaj Association, it was certified with the Green Deal Seal, getting the 2nd best national rating. Of a total of 60 companies implementing best practices, 42 were certified for 2007.

With the support of the Commission AGEXPORT Craft, began the design process of four new lines of handmade products. The groups participating in this initiative are: a) 2 groups Ak Association 'Tenamit Bar Lamp, Izabal (plant fibers and wood), b) Motto Association, San Juan La Laguna, Solola (textiles with natural dyes) and c) Artisans San Antonio Palopo, Solola (textiles). During the month of October there was the visit of the international designer Patti Carpenter, who visited the target groups to advise on the design of prototype products based on traditional techniques focused on the international market demand. The buyer already has prototypes of the lines, which will be implemented with the support of national designers and students of Industrial Design at the Universidad Rafael Landivar. These and other products will be marketed locally, regionally (through festivals with chains Wal-Mart CA, Siman and Cemaco), through international fairs in the United States and Mexico, and Tourism Markets (crafts market, Cruise Terminal Marina Pez Vela in craft stores and other units in major tourist destinations).

The main results achieved during this quarter were: a) \$8,130.84 in sales, b) 1,538 domestic tourists and international tourists visiting 90 project beneficiaries, c) 100 organizations / MSMEs

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strengthened, d) 230 people increased their income by sustainable use of natural resources, and e) 29 people were trained in natural resource management and biodiversity conservation.

## **II. Introduction**

**The Community Tourism Alliance (the Alliance)** is a public - private partnership in tourism development leading organizations whose objectives are: (a) support and create new community tourism enterprises as well as small and medium tourism enterprise in rural Guatemala, (b) improve access to marketing, product design and financial services for small and medium tourism enterprise, (c) improve the capacity of local communities to manage and conserve co cultural resources through tourism and d) better support local communities to participate in the biodiversity conservation in regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP and MICUDE-IDAHE. On the other hand, the Alliance develops activities for micro, small and medium scale touring of the following regions: Petén, Izabal, Verapaces, South Coast, Central Highlands and Western Highlands with special emphasis on areas affected by Hurricane Stan.

Project activities are divided into five major components: 1) Strengthening local, regional and national tourism organizations, 2) Access to credit and financial services, 3) the promotion of good management practices and certification, 4) Promotion and marketing of tourism products, and 5) Development and marketing of handicrafts. The following describes the main activities in each of them during the first quarter of fiscal year 2008 (October 1 - December 31, 2007).

## **III. Description of Activities and Results**

### **1. Strengthening local, regional and national tourism organizations**

#### ***Altiplano***

CPI has continued to provide support and technical assistance to the Sub-Commission on Tourism CODEDE Sololá in several aspects, mainly those related to strategic planning and marketing. During this quarter CPI supported the Sub-Commission on the preparation of a document to facilitate the transition between Solola CODEDES due to the change of government. The paper summarizes the work done to date by the Sub-Commission, the lessons learned, and the actions planned for the future. They await the appointment of the new Governor of Solola to present the document and identify those points that help to streamline the transition.

#### **1.1 Strengthening organizational and administrative map of communities Puerta al Mundo Maya, Alta Verapaz and Petén**

Field staff of CPI in The Verapaces continued to provide technical assistance, support and monitor the activities of community organizations<sup>1</sup> that make up the path to the

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<sup>1</sup> Asociación Indígena Q'eqchi' Mucbilha' I (ASIQMUC comunidad Mucbilha I), Asociación B'omb'il Pek El Porvenir II (ASBOPP, comunidad El Porvenir II), Asociación de Desarrollo Integral de Sepalau Cataltzul (ADEISP, Comunidad Sepalau Cataltzul), Asociación de Desarrollo y Turismo de Candelaria Camposanto (AMDETCA, Comunidad Candelaria Camposanto), Asociación para la Educación Maya Rural Integral de Cancuen (AMERICA, Cancuen

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World Community Ecotourism Puerta Maya (located in the municipalities of Chisec, Alta Verapaz and Sayaxché, Petén) on three main themes: organization for tourism, management of natural and cultural heritage, and administration. In conjunction with the Association for Welfare in Action - Saq A'chool Kalebal Nim li (APROBA - SANK), monthly visits were made to each association in order to assess the implementation and resolve all doubts concerning the financial and administrative control has begun to be implemented in such partnerships. Tracking these indicators over time has allowed us to assess details such as seasonality and trends which have helped to guide decisions in administrative and marketing.

On October 4, 2007 was when we officially opened the infrastructure and restoration project carried out at the archaeological site of Cancuen with INGUAT financing. The project, implemented by the Association of Tourism Chisec Township (AGRETUCHI) with support from the Community Tourism Alliance, was implementing the trails and restoration of two archaeological structures (a hieroglyphic stairway and a ritual pool). CPI provided technical support for the development of this project through training, financial management consultancy, project implementation, and reporting and reporting requirements and standards under the Comptroller General's Office.

According to the tools and issues discussed at the workshop on sustainable tourism marketing, developed in conjunction with the U.S. Forest Service (see 1.7. Workshop on Sustainable Tourism Marketing), CPI proceeded to review and discuss the fee structure with the union AGRETUCHI marketed destinations Puerta al Mundo Maya. Based on the new knowledge is structured a tariff system more in line with the expectations of the tour operators and have resumed contacts with operators to include destinations in Puerta al Mundo Maya packages.

***Administrative and organizational strengthening communities in Las Verapaces***

CPI has identified new community tourism destinations that could benefit from technical assistance and contacts provided by the Community Tourism Alliance. After establishing initial contacts with some of these organizations and making the respective diagnoses, we have begun implementing technical assistance based on identified needs and agreed upon by the respective boards.

In San Cristobal Verapaz, we did a visit diagnostic which involved a test drive of the attractions and activities that the Community EduCTAion Center Poqomchi '(CECEP) offers tours as part of its community, including the Maya Museum Poqomchi'. Subsequently we had a meeting in which we discussed the needs and possibilities for technical assistance. It was agreed to provide technical assistance on two main issues: financial and administrative control and promotion and marketing.

Based on diagnostic visits and agreements reached with both committees, workshops on monitoring revenues and expenditures with ADESOCHI associations (Chilasco) and ADECMAP (Pamuc) took place. With each association we held a workshop facilitated by CPI in which we evaluated the advantages and challenges of tracking statistical and financial framework. Subsequently developed in conjunction with members of the association was a control format, and we reviewed the steps and procedures for use.

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archeological site and surrounding communities), Asociación de Desarrollo y Turismo de la Unión (AMDETC), Asociación Gremial de Turismo de Chisec (AGRETUCHI, comprised of the aforementioned associations).

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The workshop ended with a presentation and discussion on opportunities to implement future actions to promote these destinations. In both workshops the boards expressed their satisfaction with the tools presented, as these will enable them to better manage their activities, make decisions about marketing and management and provide better reporting to their organizations.

Towards the end of the quarter we produced a prioritized short list of destinations which have been or will be established in the near future as well as contacts for inclusion in technical assistance activities, promotion and marketing. Among the destinations are: Municipal Park Las Conchas, Chahal; Turicentro Hun Nal Ye, rafting Saquijá community (all located in Alta Verapaz) and others.

## **1.2 Strengthening Community Tourism in the Maya Biosphere Reserve, Petén**

During this quarter, CPI in coordination with members of the board of the Community COCODE and Cooperativa Carmelita held a series of meetings to define the activities during fiscal 2008 with the support of Balam Association. The priority activities identified were: a) implementation of the Community Career Guide (based on the new regulation approved by INGUAT Guides), b) design and implementation of English training courses for community tourist guides, c) support in structuring community organization for tourism and working arrangements. However, while these issues were approved by the respective boards of directors, we decided to circulate this information individually to different people and families involved in tourism in the community and submit it for approval during the assembly activities of the Cooperativa Carmelita and Community Assembly. These were approved by the assembly of the cooperative, but have not yet made it through the community assembly. Once these issues are fully approved, we will proceed to establish a letter of understanding between CPI-Balam, COCODE and the Cooperative.

CPI has initiated discussions with the Department of Tourism INTECAP headquarters in Guatemala City, to coordinate the implementation of the Community Career Guide in the Carmelite community and other communities in the country. Contents are expected to be completed and respective manuals printed for the next quarter, and thereafter we may proceed to implement. It is noteworthy that participants, who meet the course successfully, will officially be accredited as per local Community Guidelines, endorsed by INGUAT.

Meetings were held with the Tourism Commission ACOFOP for defining joint activities for fiscal year 2008. Unfortunately, the dynamics of working with this committee has been rather slow, so that the negotiation process has taken longer than expected. It was possible to establish priority issues which were set forth in a letter of understanding to be signed in January 2008, which will govern the actions to implement this commitment.

Also during this quarter we held the negotiation and structuring of the activities to be implemented by Balam Association that will be included in a sub grant agreement to be signed with CPI. These activities are aimed at supporting the Tourism Commission ACOFOP in strategic planning in Carmelite, Uaxactún and Paso Caballos community groups for the organization, training and development of funding proposals. This sub grant agreement will be submitted for approval by USAID during the next quarter.

### **1.3 Expansion of the Turkey Project, in the Multiple Use Zone, MBR**

In 2008 CPI will continue to support IEWMS - Turkey Project for the implementation of sustainable use activities for the Ocellated Turkey in the Multiple Use Zone of the Maya Biosphere Reserve, specifically in the Uaxactun concession and the San Andrés concession, administered by AFISAP and Carmelita. During this quarter we worked on the negotiation and definition of activities for the corresponding grant agreement with IEWMS - Turkey Project, which will be submitted for approval to USAID during the second quarter of Fiscal Year 2008.

As part of the expansion activities of this project will be a test on the use of the San Andrés concession (based on studies conducted in 2007) to implement complementing exploitations in the Carmelite area. Furthermore, CPI strengthened turkey project committees in Uaxactún and Carmelita in organization, monitoring and customer service, and made improvements to the camps used for this activity. For the 2008 season, this project is expected to get 23 customers (5 in San Andres, 6 in Uaxactún and 12 in Carmelita), generating at least \$50,000 in revenue.

### **1.4 Strengthening of Specialists in Sustainable Tourism in Izabal**

CPI participated in the graduation event for the third level of the Specialists in Sustainable Tourism School Ak 'Tenamit in Izabal, composed of 15 students. During the ceremony, we recognized the support of USAID through CPI for program implementation and for the participation of representatives of the Federation of Community Tourism (FENATUCGUA) during the 2007 school year.

Another part of CPI's support to the Association Ak 'Tenamit in Izabal is advising for the production of promotional materials to help increase the numbers of visitors and sales in our Association that operates as part of classroom practice for program Specialists in Sustainable Tourism. We are working on developing a complete package for Coffee Tatin and redesigning materials for Buga Mama Restaurant and shop for Fair Trade handicrafts. In response to a specific request by the board of Ak 'Tenamit we are also working on the design of interpretive signs that will help enrich the experience of visitors to visit the facilities of the Association in Rio Tatin and Livingston.



*Preliminary Options for Coffee Tatin.*



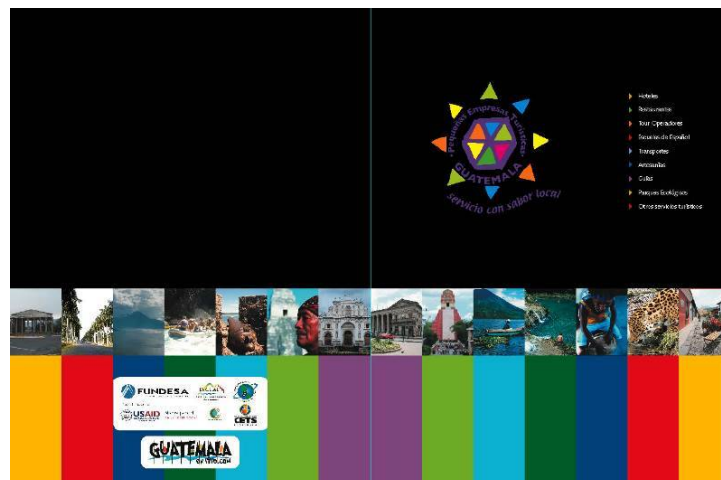
#### **1.4.1 Design and implementation of the Community Tourism Guide**

CPI has worked with INTECAP, INGUAT, and CONAP for the planning and implementation of a Community Tourism Guide. INTECAP is in the process of completing the content and design manuals, which will be reviewed later by CPI, INGUAT and CONAP. It is planned that the new draft will be implemented by April 2008. CPI will establish a letter of understanding with INTECAP to coordinate efforts in the implementation of this draft, which will provide communities nationwide with guidelines to obtain official certification by INGUAT and INTECAP. During the first phase of implementation of this guide, we will give special attention to communities of Petén, Alta Verapaz and subsequently to other communities that are part of the National Federation of Community Tourism.

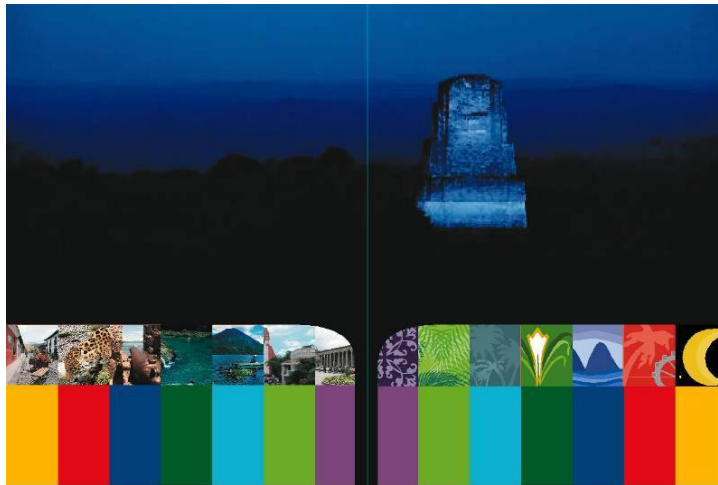
#### **1.5 Support for MSMEs in marketing tourism**

##### ***Promotional folders and standardization***

This activity was developed as part of the donation agreement with sub-partner FUNDESA. In order to facilitate the effective promotion of tourism enterprises we proposed that a general promotional folder including the regions with Centers of Tourism (CETs) and standardized descriptive texts containing information and images for each of the member companies. Of the 330 companies affiliated to the CETs, 244 chose to participate in this initiative, demonstrating the importance of these tools for enterprise promotion. During the quarter, the CETs' staff worked with managers of companies to collect and write the relevant information and to get the images. Then a professional consultant was commissioned to review the text and introduced both information and images in a standard format. The brochures have begun shipping in events such as fairs and business conferences and companies have expressed their satisfaction at having this new tool.



*Promotional folder outer face.*



*Promotional folder interior.*

#### ***Follow-up technical assistance in marketing***

Within the sub grant agreement with FUNDESA, follow up was provided for technical assistance in marketing that had been developed as part of the previous agreement. When evaluating the results of the technical assistance provided during the previous phase, it was determined that while these are a valuable tool for diagnosis to identify strengths and weaknesses of companies, they often only reach the level of a report without the entrepreneur achieving the implementation of effective changes. This is often due to lack of follow up on technical support. Given this situation, it was decided to provide a second phase of technical assistance to companies that were interested and committed to implement some of the recommendations made in the previous phase of the marketing assistance. Due to the high level of interest and the facility to provide assistance to businesses that were located close to each other, this activity was conducted exclusively in Solola. Each company selected one or several of the recommendations of the previous phase to implement and we provided technical support to obtain a tool or product that would help them in marketing. Among the tools developed in conjunction with companies included: electronic flyers, logo changes, new logos and restaurant menus.



*Example of technical assistance in marketing in Panajachel, Sololá.*

***Workshop marketing and value chain for CETs staff***

In order to streamline the technical assistance that CETs will provide to their members on issues of marketing, promotion and marketing, we designed and implemented a workshop for all directors and promoters of the CETs. During the workshop, we addressed issues and practical tools for both the directors and promoters of CETs to support companies to improve their web presence and to start production of promotional materials through texts and powerful images. The first part of the workshop was provided by CPI and we shared advertising tricks and tools as well as tools to market by relying on the tourism value chain. The second phase of the workshop, performed by a consultant hired by FUNDESA, focused on sales techniques and customer service to find that the technical assistance provided to the MSMEs CETs is satisfactory and conducive to better outcomes for businesses.



*Workshop chain and advertising tools for staff CETs.*

**1.6 Strengthening of Tourist Destinations and Heritage Conservation under principles of Geotourism**

During this quarter we worked on the design and coordination needed to lay the groundwork for the implementation of the Guatemala Geotourism initiative. Between 5 and 10 November, CPI and National Geographic Society coordinated with the visit of Dr. Joaquin Murrieta of the Sonoran Institute. Dr. Murrieta is a consultant of National Geographic with experience in implementing geotourism initiatives having been directly responsible for the implementation of the Sonoran Desert and the Sacred Valley of the Incas in Peru and the supported implementation of similar initiatives in other countries. During the visit of Dr. Murrieta, working sessions were held with the technical team of CPI, INGUAT and ANACAFE. He also led field visits to the plateau region and a workshop in conjunction with all organizations involved in the initiative. During these meetings, we reviewed the role of each of the partners in the initiative and got inputs for the design of the strategy and the preparation of the work plan. At the end of the visit of Dr. Murrieta, CPI was responsible for developing the work plan for the implementation of the initiative in Guatemala and consultation with partners. It is anticipated that the official public launch of the initiative will be January 23, 2008. For

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subsequent workshops within the country, CPI has agreed to seek local organizations to work together as co-hosts of the event. In principle, agreement has been reached for these events: Solola Tourism Subcommittee, CTA and CAMTUR of Chimaltenango and Tecpán and the CTA of Izabal.

### **1.7 Marketing Workshop on Sustainable Tourism in conjunction with U.S. Forest Service**

CPI participated together with INGUAT and Peace Corps in organizing the Workshop on Sustainable Tourism Marketing personnel deployed by U.S. Forest Service, which was held in Antigua Guatemala and was attended by over 30 representatives of community tourism destinations, Peace Corps volunteers, NGO representatives and CONAP. During the 3-day workshop, several issues were discussed and different tools were presented to improve the marketing of tourism products in rural areas of Guatemala including tourism value chain, design and price structure of package tours, environmental interpretation, design of low-cost promotional tools, and other items of interest. CPI and Peace Corps will make arrangements to provide technical support to the monitoring of initiatives that emerged in this workshop among participating community tourism destinations. The contribution of CPI and the U.S. Forest Service for the implementation of this workshop was financed with funds from the DR-CAFTA environment program.



*Workshop participants in implementing sustainable tourism marketing in conjunction with the U.S. Forest Service.*

## **2. Access to credit and financial services**

During this quarter, CPI met with ATS and Central Bank to assess the status of the Fideicomiso GuateInvierte / Dacredito Program. During these meetings we decided it was best to wait for the new government to take office to find out what will happen with this program. Meanwhile, CPI identified as one of the main constraints to promote access to credit and financial services the lack of knowledge of the demand. Therefore, we



designed a consultancy to be executed in the second quarter of FY 08, focused on identifying SMEs interested in obtaining financing, determine their needs, constraints and concrete steps for credit.

### **3. Promotion of best practices and certification**

#### **3.1 Encouraging and promoting good practices among MSMEs and community destinations**

As part of the agreement with FUNDESA and the sub grant in collaboration with Alianza Verde, in FY 2007 there was advocacy of best practices and certification. We began making promotional and motivational workshops for businesses in which were incorporated the processes of adoption of best practices and certification, but due to the limited effectiveness of this methodology we also used personal visits by staff of the CETs. Once the group of companies had followed the induction process, monitoring and auditing took place to see if businesses and destinations were designing and implementing good practice plans. In total, advocacy of best practices and certification resulted in 60 companies implementing best practices, of which 42 were certified with the Green Deal Seal. The certificates were presented at a public event in December.

#### **3.2 Assistance to MSMEs and community destinations for the implementation of best practices**

During this quarter the CPI team worked to provide technical support to the Girl Guides Association of Ecotourism Rupalaj K'istalin for a final evaluation to qualify for Green Deal certification. This helped to support the association so that they would meet the assessment requirements and have the documentary information required by the evaluators. Thanks to this collaboration, the association of ecotourism guides Rupalaj K'istalin was certified and had the second best score of the 46 companies that were certified in 2007.



*Members of the Association Rupalaj K'istalin during the presentation of the Green Deal certificates.*

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The 9 modules adapted from the best practice guide are under review by the advisory committee. Once appropriate modifications are made to the text, it will be sent to Rainforest Alliance in Costa Rica for final approval. Counterpart worked with Rainforest Alliance on approaches for the start of coordinating activities to promote good practice in community destinations, identifying priority areas for follow-up of this work in Alta Verapaz and the Altiplano. During the next quarter, we are planning joint activities in these areas.

#### **4. Marketing of tourism products**

##### **4.1 Strengthening and expansion of the tourism value chain**

###### ***We can get your business or tourist destination to sell more***

During this quarter CPI worked on the design, proof of concept and content development tools to a new technical assistance program aimed at initiatives such as tourism MSMEs. Under the name of your business or tourist destination we manage to sell more (*Logremos* or "Let's Make"), this program seeks to fill an important gap that has been identified nationally.

Generally the training and technical assistance that exist for tourism, for example, are fairly rigid structures and provide essential services for the launch and operation of business services and tourism, but are less efficient to allow businesses and destinations to adapt to changing market conditions and the characteristics of each business or region. Because of this, CPI identified the need for a technical assistance program that is more personalized, aimed at improving the overall marketing and business destinations.

The program was designed during the current quarter and initial testing was done under the Marketing Workshop on Sustainable Tourism, held in conjunction with the U.S. Forest Service. The initiative received very good comments and valuable contributions and for the rest of the quarter we worked on the changes necessary. Although work has begun on the new approach of this initiative, it will be launched in January 2008. Following is the factsheet model to be used in promoting and outlining how it works.

## ¡ Logremos que su empresa o destino turístico venda más !

### ¿Cómo Contactarnos?

3a. Calle 4 - 44 Zona 10  
Edificio Torre 4-44, Nivel 3  
Ciudad de Guatemala, Guatemala.  
Tel. (502) 2380-4780  
Email: [rmejia@counterpart.org](mailto:rmejia@counterpart.org)

El turismo es el primer generador de divisas para Guatemala y además tiene un enorme potencial para generar empleos y desarrollo a nivel local. La Alianza para el Turismo Comunitario de USAID y Counterpart International apoya a los empresarios y destinos del interior del país para lograr que sus destinos, productos y servicios turísticos aumenten sus niveles de ventas y sus márgenes de ganancias.

### ¿Cómo funciona?

Los empresarios y destinos turísticos necesitan aumentar sus niveles de ventas y mejorar la calidad de sus servicios, por eso la Alianza para el Turismo Comunitario ha desarrollado un paquete especial de asistencia técnica y de apoyo. A través de este paquete las empresas y destinos podrán beneficiarse de acciones para promoción conjunta y del respaldo provisto por la Alianza.

El programa funciona de una manera muy sencilla siguiendo estos pasos:

- 1 Póngase en contacto con nuestras oficinas para contarnos un poco más acerca de su empresa, proyecto o destino.

- 2 Llene una breve ficha de información sobre su empresa.

- 3 Reciba la visita de uno de nuestros asesores para identificar la mejor forma de darle apoyo.

- 4 Resuelva sus dudas e inquietudes sobre el paquete de beneficios que la Alianza le ofrece.

- 5 Estructuramos una carta de entendimiento para hacer efectivo el apoyo.

- 6 Monitoreamos en forma conjunta los resultados que esta iniciativa le genera.

Los beneficios del programa no tienen costo para las empresas y destinos que se incorporen al programa con la Alianza.



El paquete de beneficios para empresas y destinos incluye:

- Promoción a través de al menos un brochure multidestinos para su región o tipo de actividad (reproducción financiada en conjunto con los beneficiarios).
- Promoción a través de sitios web de alto posicionamiento incluyendo: [www.visitguatemala.com](http://www.visitguatemala.com), [www.guatemalaenvivo.com](http://www.guatemalaenvivo.com) y un sitio con posibilidad futura de ventas en línea.
- Espacio promocional en un directorio turístico digital e impreso de alta distribución.

### ¿Qué incluye?

- Asistencia para el desarrollo de imagen de su empresa y material promocional.

- Desarrollo y análisis de investigación de mercado para su negocio y su región.

- Participación en bolsa de empleo para reclutar al personal adecuado para su empresa.

- Espacio para anunciarse en los clasificados del boletín electrónico Actualidad Turística.

- Material informativo y asistencia técnica para la implementación de buenas prácticas.



Si usted está planificando, **iniciando**, o **acaba de abrir** un negocio de turismo o artesanías, busque más información sobre nuestra iniciativa orientada específicamente hacia empresas nuevas.

Obtenga más información sobre esta iniciativa en los folantes que se distribuyen en los principales sitios turísticos del país, en los CETs de FUNDESA y en las oficinas regionales de INGUAT. También puede consultar en nuestras oficinas regionales.



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Leaflet for promoting the initiative "Let's Make your company or tourist destination sell more."

### Manual for new tourism business

Throughout project implementation CPI has detected that one of the limiting and difficult factors to implementing new tourism businesses is the lack of a source of information that provides clear rules and guidelines for the establishment of new businesses and

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initiatives. Institutions that have to do with the establishment of new tourism initiatives are varied (INGUAT, Municipalidad, Centro de Salud, Registro Mercantil, SAT, Ministerio de Comunicaciones and others) and each has its own rules and guidelines, so that new entrepreneurs encounter that the process for establishing a new business can be tangled and complicated. In this situation, CPI is developing a manual that summarizes all the requirements, regulations and guidelines related to the establishment of new tourism initiatives in different areas (housing, food, crafts and services). It is hoped that this manual can be disseminated through FUNDESA and INGUAT to encourage and facilitate the establishment of new tourism businesses.

***EMPRETEC***

Through the sub grant agreement with FUNDESA, workshops were implemented to encourage EMPRETEC entrepreneurship and identifying new business opportunities. The workshops were held in Antigua, Petén, Solola, Quetzaltenango, Retalhuleu and Coban and involved a total of 44 people. As a result of the workshops 44 business profiles were developed and 25 were selected that will be followed by the Centers of Tourism (CETs) for possible future implementation.

***Visit of an international consultant***

CPI coordinated the visit of Mr. Andy Stein, a member of the International Advisory Council of CPI who specializes in financial advisory and project development of high-end tourism. Mr. Stein joined INGUAT director, Mr. Daniel Money, and several Guatemalan businesses as part of the strategy to get information about the investment climate in Guatemala and the possibilities to develop a marketing strategy anchored in the development of a very high level hotel. Mr. Stein will continue to work with CPI and Guatemalan business ideas to mature and develop a strategy that can attract investment to Guatemala to develop high-end tourism.

**4.2 Development of promotional tools including beneficiaries of the Community Tourism Alliance**

CPI developed, in conjunction with the Association of K'istalin Rupalaj Ecotourism Guides, a promotional leaflet promoting San Juan la Laguna as a tourist destination. The aim of the brochure is to inform visitors that the Association as the entity that manages tourism in San Juan and helps increase their sales. Design is in the phase of final approval by the Association, which will fund printing during the second quarter of fiscal year 2008.

CPI worked with the Ecological Farmers Association of ASAECO Chicabal in San Martín SaCTAepéquez, Quetzaltenango, for the development of a road-market promotional for main tourists visiting the volcano and Lake Chicabal. Through two visits to the Chicabal area, statistical analysis and a prompt in Quetzaltenango, it was determined that the main market of visitors to Chicabal consists of tourists who are in Quetzaltenango, especially those who attend Spanish schools. In order to further promote the destination of Chicabal, a fact sheet was developed with design elements and an ideal format for posting on the bulletin boards of the Spanish schools, through which students choose the activities that take place in Quetzaltenango area. The flyers were placed in all Spanish schools and hostels and were also incorporated into the information the Tourism



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Enterprise Center (TEC) in Quetzaltenango that FUNDESA provides its members and visitors. During the coming months we will monitor the impact of this initiative on rates of visits to the area.

Ficha informativa

## VOLCÁN Y LAGUNA DE CHICABAL



**VOLCÁN Y LAGUNA DE CHICABAL**  
MONUMENTO NATURAL Y CULTURAL




**Mezcla perfecta de aventura, naturaleza y cultura**

El Volcán y Laguna de Chicabal es el principal atractivo turístico del municipio de San Martín Sacatepéquez (o San Martín Chile Verdel en Quetzaltenango al occidente del país). El ascenso hasta el borde del cráter, los esplendidos paisajes, la caminata a través de empinadas escaleras y senderos que bordean la laguna, así como la gran importancia de este sitio para la cosmovisión maya, hacen que este sea un destino excepcional para los turistas que aman la aventura.



**Un sitio sagrado**

Chicabal es uno de los sitios más importantes en la cosmovisión Maya. Anualmente se celebra aquí 40 días después de la Semana Santa, la ceremonia de rogativa por la lluvia. Además es muy común ver a sacerdotes y familias de todo el país realizando ceremonias a orillas de la laguna. El sitio fue reconocido oficialmente como Monumento Prehispánico en 1972 y como Lugar Sagrado del Pueblo Maya a través de la Comisión para



**Un escenario natural**

Chicabal es uno de los últimos bosques subanos en esta región de Guatemala. Gracias a los esfuerzos de conservación es posible observar varios tipos de animales que habitan en los distintos tipos de vegetación presentes. Los amantes de las aves tendrán la oportunidad de observar al codiciado pink headed warbler y con un poco de suerte hasta el pavo de cacho. Chicabal pertenece a la segunda generación de áreas protegidas, declaradas en Guatemala en 1984 y ratificadas por la Ley de Áreas Protegidas en 1989.

**Una aventura completa**

Con 2,702 metros de altura y una posición privilegiada Chicabal permite al visitante disfrutar de impresionantes paisajes. Desde el centro de visitantes en Laguna Seca se camina 1.5 km para llegar al borde del cráter del volcán. Desde este excelente mirador deben bajarse 570 grados para llegar a la orilla de la laguna, la cual puede rodearse en un sendero de unos 2km de largo que toca varios altares sagrados.

¿Dónde queda?



**Cómo llegar**

- Desde Quetzaltenango se recorren 24 km hasta San Martín Sacatepéquez donde, luego de pasar el pueblo se podrá ver la señalización del volcán (km 147) y el cruce hacia la aldea Taj Mech. De allí se recorren 3 km de terracería y cuestas empinadas para llegar al centro de visitantes de Laguna Seca. Puede arreglarse transporte local a través de ASAECO.

**Manejo local**

Chicabal es administrado por la Asociación de Agricultores Ecológicos La Laguna de Chicabal (ASAECO), una entidad formada por familias de origen Maya Mam que vela por el manejo sostenible de los recursos naturales y por el desarrollo integral comunitario.

**Información de contacto**

Para mayor información, comuníquese a:  
Tels: (502) 5831-4282, 5708-3620, 5801-5076  
o escribenos a:  
[info@lagunadechicabal.com](mailto:info@lagunadechicabal.com)  
Visítanos en:  
[www.lagunadechicabal.com](http://www.lagunadechicabal.com)



*Fact sheet of the Volcanto and Lagoon of Chicabal developed with the support of CPI.*

As part of the support of the Community Tourism Alliance that CPI provides the National Federation of Community Tourism in Guatemala (FENATUCGUA), we developed a brochure that includes the destination federation members. The purpose of this material is to provide community-based tourism initiatives that are ready to sell their products to domestic and international markets. During this quarter we collected the information necessary for the preparation of promotional materials such as text and photographs and agreed on the structure and content of FENATUCGUA representatives and associations represented. The brochure design has been approved and is expected to be printed and distributed in the first quarter of 2008.

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Work has continued on the distribution of fact sheets of the destinations that are part of the Community Tourism Alliance at strategic events such as meetings of the Bureau of the Birding and the Fourth Mesoamerican Conference of the Mesoamerican Ecotourism Alliance.

***Image design of destination Atitlán***

As part of the technical support of CPI, Solola Tourism Subcommittee had requested the development of a destination image for the region. CPI participatory design methodology was used to implement the process and we began implementation during the current quarter.

The workshop "Let's show the world Atitlán" was carried out. This event aimed to gather input for the creation of a tourist image for the department of Solola. The workshop was scheduled in two sessions, the first starting at 8:30 am and ending at 12:30 for the people of the southern basin of the lake. The second started at 13:30 and ended at 17:00 and invited the northern basin of the lake. There was participation from about forty people, all related to the tourism sector of the department of Solola. Among the organizations represented were: private companies, associations, nature reserves, municipal sector, members of the subcommittee on tourism, NGOs, CTAs, INGUAT, etc. There was representation from at least nine municipalities of the department and all worked together for the development of the tourist image of the department. A workshop of this magnitude is a reflection of the commitment that exists between local organizations of Solola and the general public to achieve sustainable tourism development. The main result of this workshop will be observed by the workshop participants and the general population in Atitlán in January or February, when carrying out a new workshop to validate the results. The Subcommittee on Tourism Sololá CODEDE is who Counterpart International has designated as the organization responsible for analyzing and designing inputs from the tourist image of Atitlán. The workshop "Let's show the world Atitlán" is considered a success and a great effort to get the Atitlán union of tourism and comprehensive development especially at the departmental level. The workshop was designed and technically coordinated and facilitated by CPI while the logistics and living expenses were covered by the Subcommittee with the support of the Central American Development Foundation (FUNCEDE).



*Preliminary designs for the Atitlán tourism image that will be validated during the next quarter.*

**Guía Amiga, coupon books and exhibitors**

As part of the donation agreement with FUNDESA sub, the Guía Amiga was prepared to promote the 300 member companies of the Centers of Tourism (CETs). The guide includes an overview of each of the program areas CETs (map and photographs), the data for each company and a list of emergency phone numbers. We performed a circulation of 7,000 copies of the guide, which have been distributed in the country's main tourist attractions such as information offices, hotels, restaurants, museums and tourist businesses.

To complement the distribution of the Guide Amiga package was developed discount coupons to promote businesses and to monitor the impact of the distribution of these materials. 15,000 coupon books were printed, offering discounts on 42 companies that bought their advertisements with attractive discounts offered. The coupon books were distributed in the same points as the Amiga and guide through the CETs affiliates. The coupons are valid until March 2008 so it will monitor its effectiveness to attract new customers to the business.

The companies that participated in the coupon books distributed by region as follows:

<b>Region</b>	<b>Number of companies</b>
Antigua Guatemala	10
Izabal	5
Verapaces	10
Petén	7
Atitlán	3
Quetzaltenango	5
Retalhuleu	2

To streamline the distribution of both the Amiga Guide and the coupon books, 25 display stands were made. These displays were developed by the company of Chimaltenango Sacalá from certified wood and a panel to identify the project and to motivate people to take copies of what is displayed. Although initially these displays are being used for the Amiga Guide and the coupon books, we plan to distribute follow-ups using various promotional materials.

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Guide Amiga and display in a tourism business of Baja Verapaz, developed within the sub grant agreement executed by FUNDESA.



Examples of the content of the Guía Amiga.



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Example of the coupons.



# Hotel Jaguar Inn







¿Le gustaría estar rodeado por la selva, ver y escuchar exóticas aves y otros animales en su entorno natural, además de conocer una de las ciudades Mayas mas grandes de la historia? Entonces este es el lugar ideal.

El Hotel Jaguar Inn, le ofrece deliciosa comida nacional e internacional, cómodas habitaciones cerca del Parque Nacional Tikal y el servicio mas amigable del lugar.

Sabemos que usted se asombrará con la majestuosidad de esta Ciudad Maya así que no espere mas y venga a compartir con nosotros la **calidez del servicio guatemalteco en Hotel Jaguar Inn Hotel.**

Nos encontramos a solo 10 minutos a pie de la zona arqueológica, a la cual solamente puede accederse a pie para la mayoría del público. Para personas discapacitadas o de edad avanzada, existe servicio de movilización hasta el interior del parque.

**Nuestros servicios**

Contamos con 13 habitaciones en bungalows con baño privado, agua caliente, ventilador y porch con hamaca. El restaurante ofrece un amplio menú de comida nacional y extranjera. Jaguar Inn le ofrece transporte a Flores, la frontera de Belice, Belice city, Chetumal, Uaxactún y Yaxha. También podrá optar por un tour a Tikal - amanecer, pajarero, privado - canopy tour y servicio de internet inalámbrico.

**CONTACTENOS**  
Parque Nacional Tikal  
Teléfono: (+502) 7926 0002  
solis@quetzal.net  
contac@jaguartikal.com  
www.jaguartikal.com

Formas de Pago: Efectivo, Tarjeta de Crédito, Travel Check



## el OK!

- Soy viajero desde hace tiempos ya sabia del Hotel y algunas veces me hospedo acá, es un hotel muy bonito, cómodo y fresco, gracias y Dios les Bendiga.
- Excelente atención y buen servicio.
- Me he quedado aquí y en el de Santa Elena también, nos gustó mucho y vamos a recomendar a nuestros amigos que cuando vengan se hospeden aquí.



www.jaguartikal.com

Example of the tourism enterprises one pager.

## COTURAP

CPI has been in the process of negotiating a memorandum of understanding with the Technical Commission for Tourism in Protected Areas (COTURAP) to support improvement activities in promotion and tourism operation for a pilot group of protected areas that are considered a priority for tourism and to implement an original, unified registration of visitors to protected areas. The COTURAP consists of CONAP, INGUAT, CECON, MICUDE, OCRET, INAB and other government entities involved in the management of protected areas and has selected 20 priority protected areas for tourism development. Through various working sessions CPI has drafted a letter of understanding, establishing that CPI can provide support for advocacy and tourism management in protected areas prioritized. It is hoped that the MoU is signed in early January.

### **San Pedro La Laguna**

As part of supporting community initiatives, CPI was responsible for updating the website content of [www.descubresanpedro.com](http://www.descubresanpedro.com) where community tourism initiatives of San Pedro la Laguna and Municipal Regional Park San Pedro Volcano are listed. The website content was modified to make it more descriptive and sales oriented to tourists. The same information was also updated on the portal [www.visitguatemala.com](http://www.visitguatemala.com).

#### **4.3 Inclusion of destinations served by the project in international fairs and press trips**

CPI supported the Mesoamerican Ecotourism Alliance (SMA), the Asociación Ak 'Tenamit and INGUAT in organizing the 4th Conference on Sustainable Tourism, held in Antigua, Guatemala, from 3 to 5 December. CPI provided technical support for the design of promotional materials of the conference and the organization of attitudes toward destinations of the Community Tourism Alliance. CPI's support was designed to make the most of the event as an opportunity to promote the image of Guatemala as a sustainable tourism destination internationally. The conference will present experiences, and research projects related to sustainable tourism. CPI presented the work at the project Partnership for Community Tourism in this conference and facilitated contact with beneficiaries destinations and international tour operators who attended the event.

CPI presented the experience of the Community Tourism Alliance in the workshop "Potential and challenges of community tourism in Central America" organized by Prisma, ACOFOP, FLACSO and PEMCE in Petén. During this workshop, representatives of communities, governments and NGOs shared experiences in order to improve community-based tourism in the region. Some of the workshop participants visited the Cuevas de Candelaria Municipal Park and destinations of Puerta al Mundo Maya.

CPI supported the CTA Coban in organizing the 7th Ecotourism Fair Verapaces, which was held in Guatemala City on 23 and 24 November. During the fair, businesses and communities offered their tourism products and services especially hoping to catch national tourism traveling around the year-end holidays.

#### **4.4 Commercialization and marketing of tourism products and artisan community in areas affected by Tropical Storm Stan**

CPI designed and developed a methodology for developing the corporate image of community associations in San Juan, San Marcos and San Pablo La Laguna who had completed their organization and legalization processes (some with support of the same project). Such associations are faced with the challenge of being well organized and developing products that could be marketed without having a corporate image that was part of their marketing strategy.

Between 29 and 30 October, workshops were held with almost all members of the four beneficiary associations:

- i Qapoj Sajkiiy: association of women working in the development of fiber-based products maguey, San Pablo La Laguna.
- i Artisans of San Jose: association of women working in the production of textiles dyed with natural dyes and producing custom designs, San Juan La Laguna.

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- i Ixoq Ajkeem: women association promoting crafts store, fabrics made from recycled fiber and a food business, San Juan La Laguna.
- i Youth Association Kaqchikel Maya: marketing of tourism products and services in San Marcos La Laguna.

In each of the workshops was collected information about the association, its history, its structure, its products, its market and its plans and challenges for the future. Also, we evaluated all picture elements and environment that could be incorporated in the design of a logo and a corporate image.

During the following weeks we worked on the design of logos, in a review and evaluation process with respective associations and incorporating the suggested changes. At the end of the first quarter, we have final proposals for each association picture to be discussed and amended at a final visit during the second quarter of fiscal year 2008. The current sketches received pretty good reviews and acceptance by some members of beneficiary associations. Once the design is approved, corporate image work will continue on the development of strategies to strengthen the marketing of the products of these associations.

## **5. Development and marketing of handicrafts**

In order to increase sales of Guatemalan handicrafts in local, regional and export markets, during the quarter we continued work on development and marketing of handicraft products with the support of the Commission AGEXPORT Craft. During this fiscal year we will work on the design of four lines of handicrafts, in the development of corporate and promotional materials for craft shops of Sailfish Marina of Puerto San José and La Aurora International Airport (space management in new facilities) as well as for groups of craftsmen. Also, we implemented trade promotion activities locally in tourist markets (such as the Marina Pez Vela, Craft Market, shops in Antigua, hotels, etc.), as well as at the national and regional levels with the introduction of handicrafts in the Festival "From Your Hands to Your Home" in the 6 Hiper Paiz of Guatemala, two from El Salvador, 1 in Honduras, the Wal-Mart corporation Guatemala, our four stores in CEMACO, and Siman Stores Craft Festival in Guatemala and El Salvador, and presented at international fairs in USA and Mexico.

During this quarter, we began the design work of the 4 lines of handicrafts. The international designer Patti Carpenter visited the country to advise producers groups in the design of products based on traditional techniques and materials, focusing on international demand. She began working with two groups in the Ak'Tenamt Association (Bar Lamp, Izabal) with which we will work on wood-based products and vegetable fiber, Lema Association in San Juan La Laguna, Solola (textiles dyed with natural dyes), and Artisans of San Antonio Palopo Sololá (textiles). Sketches were developed and prototypes will be refined with the support of local designers and students of Industrial Design at the University Rafael Landivar. During the second quarter of fiscal year 2008 we will end with the design of the product lines and will begin to do trade promotion activities.



# ANNEX 1. Detailed Indicators

Community Tourism Alliance - USAID / COUNTERPART

Fiscal Year: 2008

Quarter: 1

REVENUE	1st qtr
<i>From tourism</i>	8130.84
<i>From Handcrafts</i>	0
<b>Totales</b>	<b>8130.84</b>

EMPLOYMENT	1st qtr
<i>Men</i>	0
<i>Women</i>	0
<i>Indigenous</i>	0
<i>Non Indigenous</i>	0
<b>Totales</b>	<b>0</b>

NATIONAL TOURISTS	1st qtr
<i>National tourists</i>	1538

INTERNATIONAL TOURISTS	1st qtr
<i>International Tourists</i>	90

MSE's Created	1st qtr
<i>MSE Created</i>	0

Organizations Strengthened by Region	Communities	MSE's
Verapaces	12	0
Petén	4	5
Altiplano	10	25
Costa Sur	1	3
Izabal	1	0
Other	1	0
<b>SUB TOTAL</b>	<b>29</b>	<b>33</b>
<b>TOTAL</b>		<b>62</b>

CERTIFIED COMPANIES BY REGION	
Verapaces	5
Petén	15
Altiplano	8
Costa Sur	3
Izabal	7
Ciudad de Guatemala	4
	<b>42</b>

CREDITS FOR THE TOURISM INDUSTRY AND CRAFTS	1st qtr
Loans granted	0

Leveraging Funds	1st qtr
INGUAT	9,116.88
FUNDESA	34,304.34
Ak Tenamit	5,000.00
SANK	1,308.31
Mankatitlan (Rótulos)	3,503.79
Alianza Mesoamericana de Ecoturismo	3,454.55
<b>TOTAL</b>	<b>56,687.87</b>

ETEO - SO2 / ECON GROWTH INDICATORS	
OP Indicators	
Program Element 6.2 Private Sector Productivity	1st qtr
Number of firms receiving USG assistance to improve their management practices	100
Number of SMEs receiving USG assistance to access bank loans or private equity	0
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	1

Program Element 8.1 Natural Resources and Biodiversity	1st qtr
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	230
number of women	76
number of men	154
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	29

Taller de mercadeo forest serviice. Incluir 54 certificados?

Current PMP Indicators	1st qtr
Sales of goods and services as a result of USAID programs, In thousand \$	8.13
Number of jobs created as a result of USAID programs	0